



## *Town of Lexington* Tourism Committee

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

### **AGENDA**

Thursday 17, 2015 at 4 – 5:30 pm  
Dawes Room (2<sup>nd</sup> Floor Town Office Building)

Members: Kerry Brandin, Margaret Coppe, Bebe Fallick, Trisha Kennealy, Dawn McKenna, Wim Nijenberg, Leeyung Wu

Staff: Masha Traber                      Economic Development Coordinator: Megan Zammuto

Center Committee Liaison: Fred Johnson

Selectmen Liaison: Peter Kelley Economic Development Officer: Melisa Tintacolis

#### **1) Toursim Operations**

- a) Economic Development Coordinator
- b) Committee
- c) Office
- d) Budget

#### **2) Visitors Center**

#### **3) Marketing, brochure and website**

- a) Connecticut Travel Show May 14<sup>th</sup>
- b) Discover New England Conference and Sponsorship April 4 – 6

#### **4) Liberty Ride/Battle Green Guide Operations**

#### **5) Scenic By-Way Logo and Branding**

#### **6) Updates & Miscellaneous**

- c) People Counter Data
- d) Traffic and Parking Projects update
- e) Set next meeting date
- f) Other unforeseen items that must be addressed prior to next meeting

#### **7) Minutes**

#### **8) Future Meeting Dates**

**Next Meeting: tbd**

*All agenda items may be taken up in a different order and are subject to change in compliance with State law.*